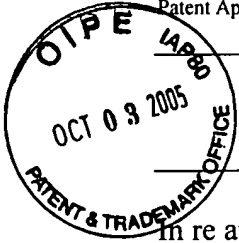


3624  
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Patent Application

Attorney Docket No. DEM1P005



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: Venkatraman et al.

Attorney Docket No.: DEM1P005

Application No.: 09/741,959

Examiner: Patel, Jagdish

Filed: December 20, 2000

Group: 3624

Title: ECONOMETRIC OPTIMIZATION  
ENGINE

Confirmation No.: 7256

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Certificate of Mailing**

I hereby certify that this correspondence is being  
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Alexandria, VA 22313-1450 on September 28, 2005.

**September 28, 2005**

Signed: \_\_\_\_\_

Kang S. Lim

Dear Sirs:

**INFORMATION DISCLOSURE STATEMENT FILED**

**UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)**

Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the  
Examiner's attention in the referenced application.

Citation of the above documents shall not be construed as an admission that the  
documents are necessarily prior art with respect to the referenced application. Furthermore,  
citation of the above documents shall not be construed as a representation that a search has been  
made or an admission that the information cited herein is, or is considered to be, material to  
patentability as defined in 37 C.F.R. § 1.56(b).

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted  
under one of the following (as indicated by an "X" to the left of the appropriate paragraph):

- X 37 C.F.R. § 1.97(b). This Information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under § 1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.
- \_\_\_ 37 C.F.R. § 1.97(c). This Information Disclosure Statement is filed after the period specified in C.F.R. § 1.97(b), but is believed to be filed before the mailing date of either (i) a final action under § 1.113 or, (ii) a notice of allowance under § 1.311.
- \_\_\_ A certification pursuant to 37 C.F.R. § 1.97(e) or
- \_\_\_ A Credit Card Payment Form Authorizing payment for \$180.00 for the fee under 37 C.F.R. § 1.17(p).

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198. The Commissioner is authorized to charge any additional fees that may be due to our Deposit Account No. 50-2766 (Order No. KL-DEM1P005).

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Respectfully submitted,



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Attorney for Applicant(s)  
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**CUSTOMER NO. 36088**

\\KSL IDS d

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P005	SERIAL NO. 09/741,959
	APPLICANT VENKATRAMAN	
	FILING DATE 12/20/00	GROUP 3624

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AA	6,910,017	06/21/05	Woo et al.			
AB	6,546,387	04/08/03	Triggs			
AC	2002/0198794	12/26/02	Williams et al.			
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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

BA	Barth, Brad, "Shopko Tests Automated Markdowns", WWD 10/04/00, pages 1-3.
BB	Cook, Martie, "Optimizing Space and Sales with Markdown Software", Office.com, 05/31/2000, page 1.
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BD	Melcer, Rachel, "Local Tech Firm Creates Retail Markdown Tool", Business Courier online, 03/24/00, pages 1-4.
BE	Technology Strategy Incorporated, <a href="http://www.grossprofit.com">www.grossprofit.com</a> , 03/02/00, pages 1-20.
BF	Flanagan, David, "Javascript: The Definitive Guide, 3 <sup>rd</sup> Edition," published by O'Reilly in June 1998 (ISBN 1-56592-392-8) section 14.8.
BG	Berners-Lee, T., "Hypertext Markup Language 2.0 Working Paper," Nov 1995 (pages 1-3).
BH	Tellis, Gerard J., and Fred S. Zufryden, "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why," Marketing Science, Vol. 1, No. 34, 1995 (pages 271-299).

EXAMINER

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE  LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56	ATTY. DOCKET NO. DEM1P005	SERIAL NO. 09/741,959
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	BI	Abraham, Magid M. and Leonard M. Lodish, "Promoter: An Automated Promotion Evaluation System," Marketing Science, Vol. 6, No. 2, 1987 (p. 101-123).
	BJ	Little, John D. C., "Brandaidd: A Marketing-Mix Model, Part 1: Structure," Operations Research, Vol. 23, No. 4, July-August 1975 (p. 628-655).
	BK	Cerf, Vinton G. and Robert E. Kahn, "A Protocol for Packet Network Interconnection," IEEE Transactions on Communications COM-22, May 1974, (p. 637-648).

EXAMINER	DATE CONSIDERED
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